

Claims

1. A method for broadcasting addressed data to a multiplicity of users
 (9), in which method at least one information data base (3) is set up that
 contains the data intended to be sent through a broadcast channel, in which
 5 method transmission criteria (50) are stored, at least certain transmission
 criteria containing an address of a user, or a user group, as well as an
 indication about the data from the information data base (3, 3') which have to
 be transmitted to this user or user group, and in which method the data to be
 transmitted are automatically selected according to the stored transmission
 10 criteria, wherein
 the filed data are obtained from a multiplicity of external information
 suppliers (1);
 an indication about at least one broadcasting channel, selected from
 among different broadcasting channels, via which the filed data are to be
 15 transmitted, is stored with the transmission criteria; and
 the automatically selected data are transmitted through the selected
 broadcasting channel (8) to the indicated user (9) or to the indicated user
 group.
2. The method according to ~~the preceding claim~~, wherein at least certain
 20 selected data are transmitted as messages through a cellular digital mobile
 radio network (8).
3. The method according to ~~one of the preceding claims~~, wherein at least
 certain selected data are transmitted as messages for paging systems.
4. The method according to ~~one of the preceding claims~~, wherein at least
 25 certain selected data are transmitted through the Internet as addressed
 messages, for example as e-mail.
5. The method according to ~~one of the preceding claims~~, wherein at least

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a certain selected data are transmitted through a teletext channel as a teletext page.

a 6. The method according to ~~one of the preceding claims~~ ^{claim 1}, wherein at least certain selected data are transmitted through a public telecommunications network as a fax.

a 7. The method according to ~~one of the preceding claims~~ ^{claim 1}, wherein selected data may be shown on display panels.

8. The method according to one of the preceding claims, wherein at least certain selected data are multimedia data.

a 10 9. The method according to ~~one of the preceding claims~~ ^{claim 1}, wherein at least certain transmitted information comprises at least one order code which the recipients (9) pass on directly to a supplier (1, 17) to order products or services.

a 15 10. The method according to ~~one of the preceding claims~~ ^{claim 1}, wherein at least certain of the users administrate transmission criteria (50) through at least one telecommunications system (8, 14).

a 11. The method according to ~~the preceding claim~~ ^{claim 10}, wherein at least certain of the users administrate transmission criteria (50) through the Internet (11).

a 20 12. The method according to ~~one of the claims 10 to 11~~ ^{claim 10}, wherein at least certain of the users administrate transmission criteria (50) with special messages through a mobile radio network (8).

a 25 13. The method according to ~~one of the claims 10 to 12~~ ^{claim 10}, wherein at least certain of the users administrate transmission criteria (50) with standardized order codes through a mobile radio network (8), the identity of the users being automatically established with a user data base (131) in the mobile radio network.

a 14. The method according to ~~one of the preceding claims~~ ^{claim 11}, wherein the

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user group as well as an indication about the data from the information data base (3, 3') which have to be transmitted to this user or this user group, and which data broadcasting system (17) comprises an information dispatcher (5) for automatic selection of data from the information data base (3, 3'), which

5 data fulfil the desired transmission criteria of at least one user (9), wherein

the data broadcasting system (17) is set up such that the able to be filed data from a multiplicity of information suppliers (1) are transmitted through at least one communication channel (2) in the information data base (3, 3'),

the transmission criteria comprise an indication about at least one

10 broadcasting channel selected from among different broadcasting channels (8, 8', 8'') through which the data from the information data base are to be transmitted, and

the data broadcasting system (17) comprises at least one output driver (7) for transmission of selected data through the selected broadcasting channel

15 (8) to the respective user (9) or user group.

24. The data broadcasting system according to ~~the preceding claim~~, wherein it comprises a plurality of output drivers (7) for transmission of data to the user (9) through a corresponding multiplicity of transmission channels (8) in accordance with the filed transmission criteria.

25. The data broadcasting system according to ~~one of the claims 23 or 24~~, wherein the said output drivers (7) comprise at least one driver for a cellular digital mobile radio network (8) to transmit selected data as messages to mobile radio telephones (9).

26. The data broadcasting system according to ~~one of the claims 23 to 25~~, wherein the said output drivers (7) comprise at least one driver for a pager network to transmit selected information as pager messages to pager terminals.

27. The data broadcasting system according to ~~one of the claims 23 to 26~~, wherein the said output drivers (7) comprise at least one driver for the

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Internet, to transmit selected information as e-mail.

28. The data broadcasting system according to ~~one of the claims 23 to 27~~, wherein the said output drivers (7) comprise at least one driver for a DAB network to transmit selected information as a radio program-accompanying service.

29. The data broadcasting system according to ~~one of the claims 23 to 28~~, wherein the said output drivers (7) comprise at least one driver for a teletext system to transmit selected information as a teletext page.

30. The data broadcasting system according to ~~one of the claims 23 to 29~~, wherein the said output drivers comprise at least one fax driver (7') to transmit selected information as a fax.

31. The data broadcasting system according to ~~one of the claims 23 to 30~~, wherein the said output drivers comprise at least one driver for display panels to display selected information on display panels.

32. The data broadcasting system according to ~~one of the claims 23 to 31~~, wherein at least certain transmitted data are linked with order messages which order messages are able to be passed on by the recipients (9) to a suitable system (12) to request products or services.

33. The data broadcasting system according to ~~one of the claims 23 to 32~~, wherein it is set up such that the transmission criteria in the said storage area (50) are able to be administered by the users through at least one telecommunications system (8, 14).

34. The data broadcasting system according to ~~the preceding claim~~, wherein it is set up such that the transmission criteria in the said storage area (50) are able to be administered by the users with the aid of the Internet (11).

35. The data broadcasting system according to ~~one of the claims 33 or 34~~, wherein it is set up such that the transmission criteria in the said storage area (50) are able to be administered by the users with special messages

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through a mobile radio network (8).

36. The data broadcasting system according to ~~one of the claims 34 to 35~~, wherein it is set up such that the transmission criteria in the said storage area (50) are able to be administrated by the users with standardized order codes through a mobile radio network (8), the identity of the users being automatically established in the mobile radio network with a user data base (131).

37. The data broadcasting system according to ~~one of the claims 23 to 36~~, wherein the transmission criteria (50) comprise at least one data type.

38. The data broadcasting system according to ~~one of the claims 23 to 37~~, wherein at least certain of the transmission criteria (50) indicate at least one data service.

39. The data broadcasting system according to ~~one of the claims 23 to 38~~, wherein at least certain of the transmission criteria comprise a standardized set of various data from different information suppliers (1).

40. The data broadcasting system according to ~~the preceding claim~~, wherein the particular data in the set comprise all the information concerning an exhibition necessary for the visitors.

41. The data broadcasting system according to ~~one of the claims 23 to 40~~, wherein at least certain of the transmission criteria comprise transmission time criteria.

42. The data broadcasting system according to ~~one of the claims 23 to 41~~, wherein at least certain of the transmission criteria comprise transmission periodicity criteria.

43. The data broadcasting system according to ~~one of the claims 23 to 42~~, wherein at least certain of the transmission criteria comprise event criteria.

44. The data broadcasting system according to ~~one of the claims 23 to~~

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43, wherein at least certain of the transmission criteria (50) indicate data which are filed in the information data base (3) only if at least one user has selected these data.

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45. The data broadcasting system according to ~~one of the claims 23 to~~ ^{claim 23}

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5 ~~44~~, wherein it further comprises a billing system (6) to bill the transmission of information to the user.

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